

RESERVE PRICE AUCTIONING**ABSTRACT**

- 5 A method and implementing system are provided in which items are offered for auction sale at a network site to bidders who access the auction site. A seller is enabled to designate a reserve price as well as a number of automatic auction extensions to an initial auction period. If the
- 10 designated reserve price for an item is not met during the initial auction period, and the seller has authorized a designated number of auction extensions, the auction is continued beyond the initial auction period and is automatically extended for the designated number of
- 15 extensions until either a bid for the reserve price is received or the number of authorized extensions has transpired.

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